



## Fall Necessities Priced to reduce the High Cost of Living.



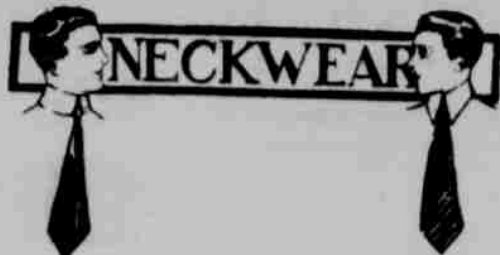
Men's "Righ Rock" Union Suits, this is the highest grade of flat knit fleece lined cotton underwear, any size you want.  
Our price **\$1.00**

### Ladies' Handbags



New and up-to-the-moment line ladies' handbags.  
Our price **50c**

These goods are 25% below competition.



3 gross men's four-in-hand Silk Neckties. Our price **25c**

1 gross men's four-in-hand Silk Ties. Our price **50c**

2 gross men's four-in-hand Ties. Our price **10c**

Ladies' Bow or Cord Ties 25c to 10c

### Warm Gloves and Mittens

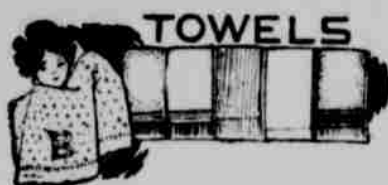


Our line is all here for Men, Women and Children.  
Priced 10c to **\$1.50**



Ladies' high top Kid Boot, lace, a very stylish boot. "Star Brand" quality. Our price **\$4.00**

Why pay \$6.00?



Colored border Bath Towels with wash cloth to match, we also have crochet cotton to match colors in the towels for borders **25c to 45c**

# Cushing & Benedict

"Where You Do The Best."

## MR. FARMER

### When You Are in Alma

Call on us and look over a complete line of

### Johnston Grain Drills

with Fertilizer attachment or plain, also Up-to-date Wagons

At the rear of G. V. Wright's Furniture Store.

### R. M. HYDE

Both Phones

The Johnston Man

### LOCAL NEWS ITEMS

J. P. Losey was at Cedar Lake on Tuesday hunting.

Dr. E. A. Bagley was a Saginaw visitor on Tuesday.

Help wanted—Poultry pickers and tippers. Swift & Co. 60-11-c

L. A. Sharp was in Detroit on business last week Saturday.

J. E. Fuller was in Ithaca on business on Monday of this week.

J. M. Montigel was an Owosso visitor on Friday of last week.

P. W. Greaser transacted business in Ithaca on Monday of this week.

Newell Smith of St. Louis was in Alma on business on Tuesday of this week.

Ben Mindel of Grand Rapids was in Alma on business the first of the week.

Walter Vliet of Chicago, Illinois, spent the week end in Alma with his family.

Mr. and Mrs. Ted. Osborn of Saginaw county were Alma visitors on Sunday.

Dr. E. G. Sluyter, Osteopathic physician, Vermeulen block. Union phone 47.—Adv.

Arden Johnson of Detroit spent the week end in this city, visiting with college friends.

Mrs. C. R. Messinger of Cleveland, Ohio, is visiting for a couple weeks at the home of her parents.

Charles F. Brown, editor of the Alma Record, was in Detroit on business Tuesday and Wednesday.

Mrs. J. Frank Jackson left last Saturday on a visit to Flint and Saginaw to see her relatives in those places.

Hubert Brainerd left Tuesday for New York City on business for the Republic Motor Truck Company, Inc.

Dr. Carney of Durand, a brother of Dr. T. J. Carney of this city, spent the latter part of the week, visiting here.

Jake Popp of Sandusky, Michigan, was an Alma visitor the latter part of last week, being a guest of old Alma friends.

Harvey Hubbard and family are moving to Flint, this week, where Mr. Hubbard has been offered a good position.

Rev. William H. Mason attended the meeting of the Presbyterian Synod held at Howell on Wednesday and Thursday.

Willard D. Ticker of Ithaca was an Alma visitor on Tuesday, and while here was a pleasant caller at the Alma Record office.

George L. Lusk of Lansing, deputy secretary of state, was in Alma, Monday evening, a visitor at the Michigan State Masonic Home.

Montie McFarlane, a graduate of Alma college last June, spent the week end in Alma. McFarlane is teaching in Owosso this year.

Mr. and Mrs. Fred Slater left the first of the week for Cleveland, Ohio, where they will purchase goods for their Alma and St. Louis stores.

President H. M. Crooks of Alma college left Wednesday for Howell, where he attended the two-day meeting of the Presbyterian Synod of Michigan.

You can always get fresh bakery goods and on Saturdays a special line of bakery goods, such as lady fingers, coconut crescents, cream puffs, coffee cake etc., at the Model Bakery.—Ad.

Rev. Brokenshire, of Alma college, left Wednesday morning for Howell, where he will attend the meeting of the Presbyterian Synod of Michigan.

E. R. Cummings, the new manager of the local Bell telephone office, left last Saturday for Ludington, and returned the first of the week with his family.

On Saturday evening the Philo girls at Alma college entertained the new girls, who entered Alma this fall. The entertainment was held in the gymnasium.

Mr. and Mrs. Carey Carr of Detroit spent the week end in Alma, guests at the home of the latter's father, F. E. Pollasky. Mrs. Carr will spend the week here.

"Chief" Nevitt, coach of the Mt. Pleasant Indian school, was in Alma on Monday, making arrangements to build a couple houses on his lots in East Alma.

Miss Edna Schwartz, who has been visiting at the home of her parents, Mr. and Mrs. John Schwartz, during the summer months, returned to New York City, last Saturday.

Professor George Randel and Leland Fitch of Alma college, went to Albion last week Friday to attend a meeting of the directors of the Michigan Intercollegiate Athletic association.

On Tuesday afternoon and evening the members of the St. John's club under the care of the rector, went for a marshmallow roast. After everyone had eaten their fill, games were played and then the trip home was made.

To the members of the order, Knights of Pythias, Fitz James Lodge, No. 95, is holding regular sessions at Castle Hall, over the Vaudette, each and every Thursday night. All members of the order are urgently requested to attend.

The Alma college scrubs received a good beating at the hands of the Mt. Pleasant high school on Monday, the game being played at Mt. Pleasant. The Maroon and Cream seconds took a 20 to 0 defeat, but not having played together before, the defeat was expected.

Professor Veatch of Alma college has selected the following men for the college glee club: 1st tenor, Mc-Auley, McAllister; 2nd tenor, Smith; Chester Robinson; 2nd tenor, Harold Lampron; 1st bass, Malcom Moon; Tompkins; 1st bass, Malcom Smith; Carl Street, Fred Thurau, Perrygo; 2nd bass, Fred Parker, Clinton Seeley, Clarence Halteman, Ray Beshgetoor.

At a meeting of the directors of the Farmers' Mutual Fire Insurance company of Clinton county, doing business in Clinton and Gratiot counties, held September 5th, 1916, it was voted to change the manner of assessments. Instead of adding 10 per cent for collection, it was voted to add 3 per cent for collection and on all unpaid assessments November 15th of this year, 5 per cent was to be added as a penalty. Wm. C. Sickles, secretary.

A gentleman on his way to the post office, with an order all made out for some goods, which he intended purchasing at Sears, Roebuck & Co., happened to stop in a local store and seeing the things he was ordering, priced them, looked them over, and then had them wrapped up, saying that they were cheaper than he could get them from the mail order house. Something for Alma people, who have purchases to make, to think over. On top of the price from the mail order house, this man also saved the freight. A few other out of town buyers might try giving local merchants a chance. They can save you money, just as was done in this case.

### CUT THIS OUT—IT IS WORTH MONEY

DON'T MISS THIS. Cut out this slip, enclose with 5c to Foley & Co., Chicago, Ill., writing your name and address clearly. You will receive in return a trial package containing Foley's Honey and Tar Compound for bronchial coughs, colds and croup; Foley Kidney Pills, and Foley Cathartic Tablets. Specially comforting to stout persons.

### NEW Mapt-Flake

Delicious as the Name Sounds



WHEAT—Whole Wheat is the great essential grain food for children.

No form of Whole-Wheat Food so delights them or is so good for them as Mapt-Flake.

COSTS A LITTLE MORE BETTER VALUE  
2 Pkgs. 25c Single Pkg. 13c

### 400 TYPEWRITERS!

REMINGTONS \$12, SMITH-PREMIERS \$12. Let Your Children Learn Typewriting at Home During Vacation. Instruction Book FREE. Ask Empire Type Foundry, Buffalo, N. Y.



G. B. PORTER

REGISTERED

OPTOMETRIST

Fine Watch Work a Specialty  
State Street, Second Door South of Ellison's Grocery

## The Home of Good Candy and Ice Cream

The most sanitary fountain in the city.

Delicious Sundaes, Sodas and Fancy Drinks.

Try Our Fresh Home Made Candy

Special for this week—Maple Mousse Ice Cream

## DE LUXE CANDY COMPANY

### NEW TERM NOW COMMENCING

In all departments, D. B. U. graduates succeed because they are so thoroughly trained in modern business methods. The D. B. U. has trained more successful business men and women than any other business school in Michigan—an experience of sixty-seven years is behind its reputation. Our Employment Department, the services of which are free to all students, is receiving more calls than we can possibly fill. Why not prepare for a good appointment? Send for Year Book.

### Detroit Business University

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## Illino HEATERS

Are Economic in Fuel, Durable in construction, Hot in Heat.

Inquire of

### EARL C. CLAPP

HARDWARE



### You Are as Big as Your Hands

The world takes your measure by the work you do. Your hands are your tools—are you treating them fairly? There is no more economy in a makeshift glove than a rusty plow or an ax with shaky handle.

## HANSEN GLOVES

mean help, comfort, fit and style. For sent dress wear ask to see the Hansen Double Up! For working ask to see Hansen Double Up! For working ask to see Hansen Double Up!

## SLATER & GOODES

MEN'S WEAR

### You Can Be As Warm As You Like This Winter

It doesn't matter how cruel the winds may blow, or how hard Jack Frost may try to get to you in your home, You can be as comfortable as anybody could wish. All you have to do is to get supplied with

### Marvel Ashless Coal.

The rest is a mere matter of attention to detail.

## Alma Elevator Co.

Bell 48

Union 70

## The Alma Record \$1.00

## Maxwell Service SERVES

Maxwell has put a real meaning into the word "Service."

Simply by requiring every Maxwell dealer to carry a full supply of Maxwell parts—so that he can replace any damaged or worn part at once, without waiting for parts to be shipped from the factory.

If you are a Maxwell owner your car will always be in running order because our dealer—any Maxwell dealer—can give you real and immediate service. If he couldn't, he wouldn't be a Maxwell dealer.

Not more than one or two automobile builders in the country can give you service that compares with Maxwell Service.

This is a vital point. Investigate it fully before buying your car.

Roadster \$580; Touring Car \$595; Cabriolet \$665; Town Car \$915; Sedan \$985. Fully equipped, including electric starter and lights. All prices f.o.b. Detroit.

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Alma, Mich.

Deferred Payments If Desired